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April 22, 2009

VIA ECFS

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
Office of the Secretary
445 12th Street, SW
Washington, D.C. 20554

**Re: *Notice of Ex Parte Communication*
WC Docket No. 07-271**

Dear Ms. Dortch:

Yesterday, Brother Pope Simmons and Reese Butler of the Kristin Books Hope Center ("KBHC"), along with myself as counsel, met with three members of the Wireline Competition Bureau – Ann Stevens, Deputy Chief of the Competition Policy Division, and Heather Hendrickson and Michelle Sclater, both attorneys in the Competition Policy Division – to discuss the return of KBHC's toll free suicide prevention hotline numbers (1-800-SUICIDE, 1-888-SUICIDE, and 1-888-SUICIDA) to KBHC.

During the meeting KBHC reviewed the strength of its current financial situation, demonstrating that KBHC is ready, willing, and able to resume operation of the numbers whenever the Commission orders them returned to KBHC. The attached materials were used in KBHC's presentation and are provided to supplement the record in this proceeding. As this information demonstrates, KBHC is now debt-free, having reached a settlement of all prior financial disputes. Furthermore, as KBHC previously informed the Commission, KBHC has entered into a service agreement with Micktel Corp. to obtain telephony service for all of its lines, including the three temporarily reassigned suicide prevention hotlines.

KBHC also discussed its successful fundraising ventures that ensure that it will be able to operate all of its numbers indefinitely. Further, KBHC described some of its current and planned initiatives to increase awareness of the availability of its services, especially among

KELLEY DRYE & WARREN LLP

Ms. Marlene H. Dortch

April 22, 2009

Page Two

vulnerable populations such as veterans and youth, and to assist in training counselors who answer the lines.

Pursuant to Section 1.1206(b) of the Commission's rules, a copy of this letter is being filed via ECFS with your office. Should you have any questions, please do not hesitate to contact the undersigned.

Sincerely,

A handwritten signature in black ink, appearing to read "Danny E. Adams", with a long horizontal flourish extending to the right.

Danny E. Adams

Counsel to Kristin Brooks Hope Center

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Kristin Brooks Hope Center

Application for Review of WCB Order Temporarily
Reassigning KBHC's Three Toll Free Suicide
Prevention Hotline Numbers
CC Docket No. 95-155

Opposition to SAMHSA's Request for the Permanent
Reassignment of Three Toll Free Suicide Prevention
Hotline Numbers
WC Docket No. 07-271

Founding of KBHC

- » **KBHC is a non-profit organization dedicated to suicide prevention.**
 - » Founded by H. Reese Butler II in 1998 following his wife's suicide after a battle with postpartum depression.
 - » Initially funded with the sale of his marital home and his wife's life insurance.

- » **KBHC provides critical counseling services to people in need through the use of toll-free numbers.**
 - » KBHC's numbers make use of automatic geographic routing services to automatically route calls received to trained crisis counselors in the caller's community.

KBHC's Operations

» **KBHC began operations in 1998 providing access to counseling centers through 1-888-SUICIDE.**

» **Shortly thereafter, it began offering services through 1-800-SUICIDE as well.**

» **Building upon its original mission, KBHC began providing crisis counseling through the following numbers:**

•(800) SUICIDE
•(888) SUICIDE
(Suicide Prevention)

•(800) SUICIDA
•(877) SUICIDA
(Spanish speaking)

•(800) PPD-MOMS
(New Mothers)

•(800) GRAD-HLP
•(877) GRAD-HLP
(Graduate students)

•(877) 495-0009
(National Mental Health
Awareness Campaign)

•(877) VET-2-VET
(Veterans Services)

•(800) 442-HOPE
•(800) 722-9498
•(800) 827-7571
•(866) 771-1276
•(888) 861-8460
(Hopeline Network)

•(866) YOUTHLINE
(At-risk youth)

» **KBHC's hotlines have received more than 2 million calls.**

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KBHC's Dispute with SAMHSA

- » **Prior to December 2004, KBHC received a substantial portion of its funding for the operation of the suicide hotlines from a federal grant administered by SAMHSA.**
- » **SAMHSA declined to renew the grant in 2004. This required KBHC to locate new funding sources even as use of its services continued to grow.**
- » **During the summer of 2006, KBHC fell behind in its payments to its carriers, AT&T and Patriot Communications.**
- » **At one point during negotiations between KBHC and its carriers, Patriot threatened to cease routing calls to KBHC's numbers.**
 - » **To ensure continued operation of the numbers, SAMHSA agreed in August 2006 to pay carrier invoices for 1-800-SUICIDE, 1-888-SUICIDE, and 1-877-SUICIDA.**
 - » **On December 12, 2006, SAMHSA submitted a request to the FCC asking the FCC to unilaterally reassign five of KBHC's numbers to SAMHSA.**

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KBHC's Dispute with SAMHSA

- » **On Jan. 22, 2007, the WCB granted SAMHSA's request and temporarily transferred KBHC's three most heavily used numbers to SAMHSA for a period of 12 months.**
 - » Transferred Numbers: (800) SUICIDE, (888) SUICIDE, (877) SUICIDA.
- » **SAMHSA has routed traffic to these numbers to its own competing hotline: (800) 273-TALK.**
 - » SAMHSA does not operate any crisis centers itself; like KBHC, it has created a network of crisis centers to which it routes calls.
 - » SAMHSA network makes use of many of the same crisis centers to which KBHC routed calls.
- » **On Nov. 20, 2007, SAMHSA filed a petition to have KBHC's three suicide prevention numbers permanently reassigned to SAMHSA.**
 - » Petition is still pending before the WCB, as is KBHC's Application for Review of the temporary order.

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The WCB Reassigned the Numbers to Ensure the Numbers Would Continue To Operate

- » **The WCB Ordered the temporary reassignment of KBHC's toll-free numbers because KBHC's finances presented a "significant threat" to the continued availability of the numbers.**
 - » The WCB found that "[t]he financial vulnerability surrounding KBHC's provision of the suicide prevention hotlines poses a significant threat to the continued availability of this critical public service."
 - » The decision emphasized "the Commission's interest in ... ensuring the continuation of the services provided by the suicide prevention hotlines [because of] the vast number of calls made to them seeking assistance."
- » **The language of the WCB's order makes clear that the assignment was to be reassessed if conditions changed.**
 - » "During the duration of this temporary reassignment, we will examine the continued utility and effectiveness of our action to determine whether any extension is warranted or whether we should revisit or modify this assignment."

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KBHC is Ready, Willing, and Able To Resume Operation of the Suicide Prevention Hotlines

» KBHC has resolved all disputes and contingent liabilities.

» When SAMHSA requested the Commission reassign the suicide prevention numbers, KBHC owed approximately \$67,900 to Patriot and approximately \$650,000 to AT&T, and was in a billing dispute with each carrier.

» **KBHC entered into a confidential settlement agreement with Patriot in February 2007 that resolved all issues between KBHC and Patriot.**

» **In May 2008, KBHC and AT&T entered into a confidential settlement agreement under which KBHC resolved the debt to AT&T pursuant to a payment plan.**

» KBHC made the final payment under that plan in August 2008. KBHC has no further debt or dealings with AT&T.

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KBHC is Ready, Willing, and Capable of Resuming Operation of the Suicide Prevention Numbers

- » **KBHC has eliminated all of its outstanding debts of any significance.**
 - » Any current debts or liability are small, routine bills.
- » **Since reassignment of the three toll-free numbers to SAMHSA, KBHC has continued to operate its eleven other crisis counseling toll-free numbers.**
 - » During this time, KBHC has facilitated the answering of tens of thousands of calls without interruption and with the same high level of quality that KBHC has consistently provided.
- » **KBHC has maintained agreements with its network of crisis centers and has entered into partnerships with new telecommunications partners.**
 - » KBHC has entered into a carrier agreement with Micktel Corporation to receive carrier services identical to those used by SAMHSA.

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KBHC Can Operate the Line For 2 Years With Existing Assets

- » **KBHC currently has cash reserves in excess of \$240,000 set aside for the operation of the three disputed numbers.**
 - » Sufficient for two years of uninterrupted service for the numbers.
 - » Based on historic call volumes and its current agreement with Micktel, KBHC estimates a monthly cost of approximately \$9,100, or approximately \$110,000 annually.
 - » KBHC expects its fundraising success to continue during this time, and hopes not to rely on this cash reserve.
- » **KBHC operates its lines more efficiently than SAMHSA.**
 - » SAMHSA's inflated cost projections fail to consider service options available from competitive carriers.
 - » KBHC obtains full services from Micktel for less than 6 cents per minute; SAMHSA pays more than three times as much for the same services.
 - » SAMHSA also conflates its support of the crisis centers to which the suicide prevention hotlines route callers with the operation of the hotlines themselves.
 - » KBHC has never paid crisis centers to take calls from the numbers.

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KBHC's Finances and Fund Raising Efforts

- » **KBHC's successful fundraising ensures that KBHC will be able to operate the suicide prevention hotlines for the foreseeable future.**
 - » KBHC's annual "Pick Up the Phone Tour" and accompanying CD are expected to raise in excess of \$100K (based on past 5 years).
 - » Fuel Records (distributed by EMI) has agreed to donate 100% of all royalties of the Pick UP the Phone Tour CD (featuring Jay-Z, Janet Jackson, and Beyonce) to KBHC.
- » KBHC launched its 99 Club Fund Raising Program, and already has over 200 volunteers and civic organization pledged to contribute almost \$1 million.
- » Recently raised over \$30K in five days through partnerships with PostSecret.com and To Write Love On Her Arms.
- » Recipient of repeat grants from BMS, Astra Zenica, and Pfizer.

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KBHC Plans New Training and Awareness Programs

» Veterans Services

- » KBHC currently operates 877-VET2VET for veteran crisis and counseling calls.
- » KBHC hopes to work with the Veterans Administration to coordinate veterans services when 800-SUICIDE is returned to KBHC.

» Community Outreach

- » KBHC's various music tours and related events are not only for fundraising, they also bring awareness of the counseling services to at-risk youth populations.

» Counselor Training

- » KBHC has initiated a program to pay one-half the cost of counselor certification-training for participating crisis centers.
- » KBHC will reimburse the remaining 50% of costs for counselors who complete the training and work for at least 200 hours.

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KBHC Pledges A Smooth Transition

- » **KBHC pledges to work with SAMHSA to ensure a smooth transition back to KBHC's operations.**
- » **Transition made easier because:**
 - » SAMHSA does not operate the phone lines or call centers, instead relying on many of the same local call centers as KBHC.
 - » KBHC has maintained all of its capabilities during the reassignment period.
- » **To ensure continuity, KBHC will agree to allow SAMHSA to continue to operate the numbers for next 12 months or until the end of its current program cycle, whichever comes first.**

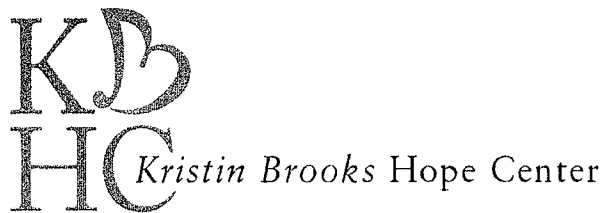
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Questions?



Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, DC 20554
In the Matter of
SAMHSA Petition for Permanent Reassignment) CC Docket No. 07-271
of Three Toll Free Suicide Prevention Hotline
Numbers Toll Free Service Access Codes)
CC Docket No. 95-155

Commitment To Continue Service to the Veteran Administration
Statement from the CEO, KRISTIN BROOKS HOPE CENTER

The Board of Directors of the Kristin Brooks Hope Center has formally adopted a resolution to continue at no cost to the Veterans Administration the same level of service they have been receiving during the period of control of 1-800-SUICIDE by the SAMHSA and its contractor Link2Health Solutions.

While the SAMHSA, VA, and Link2Health have been widely promoting 1800-273-TALK as a crisis line for Veterans they have not promoted 1-800-SUICIDE as a crisis line for Veterans. IT is reasonable to assume that the vast majority if not all the callers to 1-800-SUICIDE that choose Option 1 are not Veterans but people in crisis seeking the first available call taker. This will be a great opportunity to learn for the first time how many of the callers to the VA indeed are coming from 1-800-SUICIDE vs. 1-800-273-TALK which is the VA and SAMHSA promoted hotline for the Veterans and their families.

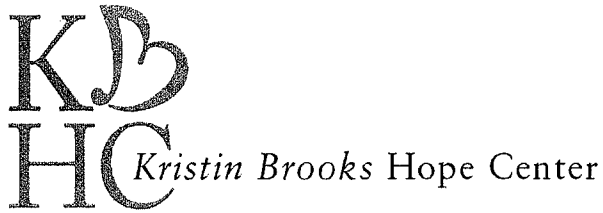
To insure that even if only one Veteran is calling 1-800-SUICIDE and wished to be routed to the VA call Center they will have that option, KBHC pledges to keep in place the Option 1 routing to the VA Center of Excellence in Canandaigua, NY. KBHC will also cooperate with any changes the VA see fit to make to improve the service as well.

I have also attached a brochure on our Veteran peer support hotline 1-877-Vet2Vet. KBHC remains committed to serving the needs of Veterans and their families and will not take any action that disrupts the program that is in place today.

Sincerely,

A handwritten signature in black ink, appearing to read 'H. Reese Butler II', enclosed within a large, loopy oval shape.

H. Reese Butler II
Founder & CEO



Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, DC 20554
In the Matter of
SAMHSA Petition for Permanent Reassignment) CC Docket No. 07-271
of Three Toll Free Suicide Prevention Hotline
Numbers Toll Free Service Access Codes)
CC Docket No. 95-155

Commitment To Use Only Carrier Routing
Statement from the CEO, KRISTIN BROOKS HOPE CENTER

The Board of Directors of the Kristin Brooks Hope Center has formally adopted a resolution to continue its relationship and contract with MICKTEL to provide routing for calls to all of its hotlines including 1-800-SUICIDE if that line is returned to its control.

I have attached a letter of support from our contractor at MICKTEL stating that all of the services that SPRINT is now providing to the SAMHSA and its contractor Link2Health will be matched. The quality and completeness of reporting to the crisis centers including the format will be matched as well. The web based real time call trace so that each crisis center can control its own rescue when needed will continue to be provided.

There will be no degradation in service if the FCC grants KBHC's request that the right of usage of 1-800-SUICIDE is returned to the Kristin Brooks Hope Center.

In addition the Kristin Brooks Hope Center will not change the routing to the crisis centers regardless of the referrals that they choose to make in their local communities. All crisis centers that are part of the SAMHSA funded network will continue to receive calls from National Hopeline Network via 1-800-SUICIDE.

Sincerely,

A handwritten signature in black ink, appearing to read 'H. Reese Butler II', enclosed within a large, oval-shaped ink smudge or stamp.

H. Reese Butler II
Founder & CEO

MICKTEL CORP

4-21-2009

Kristin Brooks Hope Center
Reese Butler
1250 24th St. NW Suite 300
Washington, DC 20037

Dear Reese,

It is a pleasure supporting your efforts by providing the sophisticated telecom services you require. People desperately need access to the resources you provide, especially in today's challenging economy. We are proud to assist your organization in this cause and look forward to continuing to meet and exceed your communication needs.

This year is off to a great start. Our platform for managing your 16,000+ routing assignments with real-time call tracking continues to perform beautifully. In addition, all preparations for processing 1-800-SUICIDE calls have been completed and we are ready to route those calls. As your timeframe becomes firm, we can finalize the specific transition steps and layout the precise timeline for the seamless cut-over.

Your dedication to this project and continuous focus on this goal are an inspiration to us all.

Sincerely,



David Sprouse
Micktel Corp.

MickTel Corp.
www.micktel.com
P.O. Box 262460
San Diego, CA 92126-2460
Phone 877-MICKTEL (877-642-5835)
Fax 561-658-8486



Switchboard

Answering the Call since 1968

www.switchboardmiami.org

Switchboard of Miami, Inc.
701 SW 27th Avenue, 10th Floor
Miami, Florida 33135
Phone 305-358-1640

Fax: 305-377-2269

HELpline: 305-358-HELP or 211
TTY: 305-644-9449 or 211 – option 4

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Chief Executive Officer

April 20, 2009

Mr. Reese Butler
President
Kristin Brooks Hope Center
1250 24th Street NW
Washington, D.C. 20037

Dear Mr. Butler:

Switchboard of Miami, Inc. ("Switchboard") is pleased to provide support for your application for a grant to fund the 1-800-SUICIDA program. In addition, in connection with this grant, we offer our services to support a proposed study on the effectiveness of 1-800-SUICIDA and its impact on the Hispanic population as a resource for suicidal callers who speak Spanish. We understand that our collaboration with your organization is essential to facilitate successful implementation of this national survey of persons with suicidal ideation in the Hispanic communities.

More specifically, in consideration for the payment of \$5,000 from grant proceeds, Switchboard will continue to answer the calls from 1-800-SUICIDA as the primary point of entry. We also will gather data for each caller to 1-800-SUICIDA for the duration of the proposed grant. The data sets we intend to gather will include demographics, issues presented, level of risk of self harm, and outcomes and follow up information on each caller.

Switchboard is a non-profit organization dedicated to connecting people in need with community resources, strengthening and preserving families, and developing and providing services where none exist. Our Helpline services are provided 24 hours a day, 7 days a week, 365 days a year, in English, Spanish, and Creole.

In the past, Switchboard has implemented a similar relationship with other research projects, including the evaluation of the National Hopeline Network funded by the SAMHSA from 2001-2004. We look forward to working with you on this project and wish you the best as you seek funding for this important program.

Sincerely,

Catherine F. Penrod
Chief Executive Officer



Kristin Brooks Hope Center

**Program:
Veterans Crisisline
1-877-VET2VET
Launched:
Feb. 2008**

Summary of program- The VET2VET program was created to mirror the success of the National Hopeline Network 1-800-SUICIDE but route Veterans who call to their peers instead of crisis line workers who are perceived by many Veterans as being not able relate to the issues facing them. The idea was to improve on the call completion and the quality of the outcomes of each call. Veterans are more likely to call a hotline that is geared towards them as a community instead of a general hotline aimed at the public.

The Facts- Suicide is the leading cause of death for active duty military. Over 5,000 veterans take their lives each year. Like their veteran counterparts, police take their lives 8 times more frequently than die in the line of fire.

What it Does- 1-877-VET2VET is a toll-free line targeted to the population of returning armed forces men and women and veterans from previous conflicts and wars. This "life" line is a non-government owned or controlled hotline that provides a confidential connection which utilizes trained peer veterans ready to provide hope and help 24 hours a day, 7 days a week. By utilizing the existing telephone technology used to route 1-800 SUICIDE calls, veterans will be connected to their peer call taker and provided immediate help needed as well as access to local health and welfare resources. In addition the peer counselor will help the soldier or veteran navigate the often complex VA system to access the mental health resources that are being sought.

Contact Info-Reese Butler-Kristin Brooks Hope Center-1250 24th Street NW Suite 300 Washington D.C. 20037. 202-536-3200 V. 202-536-3206 F. reese@hopeline.com www.veteranscall.us

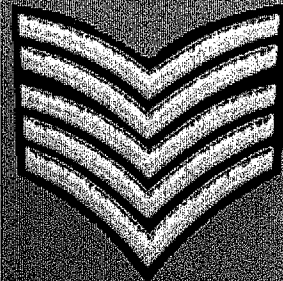
Veterans

Crisis

Hotline



1.877.VET2VET
838.2838



EVERY DAY,
FIVE US
SOLDIERS TRY
TO KILL
THEMSELVES.

Army suicides are
at their highest
level in 30 years.
If you or someone
you know needs
help, please call
the Veterans Crisis
Hotline at:
1.877.VET2VET
(838-2838)

or visit the National
Hopeline Network
www.hopeline.com



Kristin Brooks Hope Center

2001 North Beauregard Street, 12th Floor
Alexandria, VA 22311
www.hopeline.com

MEDIA ADVISORY

Contact: Reese Butler, 202-669-8500
Reese@hopeline.com

For Immediate Release

Take Action: Policymakers and Punk Rockers Promote Youth Suicide Prevention *Call for passage of Mental Health Parity Heard on Capitol Hill*

ALEXANDRIA, Va. (March 1, 2006) – Today the Mental Health Liaison Group and the Kristin Brooks Hope Center held a press conference, “Take Action – Coming Together To Prevent Youth Suicide,” to highlight the need for increased federal investment in children’s mental health – specifically youth suicide prevention – and passage of the Paul Wellstone Mental Health Equitable Treatment Act.

“Last year, Congress provided second-year funding for the Garrett Lee Smith Memorial Act to support state suicide prevention programs,” said Reese Butler, President and CEO of KBHC. “Congress must build on that investment in children’s mental health and fully fund this important law.”

Full funding of the Garrett Lee Smith Memorial Act would require \$40 million for FY07, or \$82 million over 3 years. Congress appropriated \$10 million for the Act last year.

National, state and community organizations, as well as private industries, are working hard to prevent youth suicide. In fact, KBHC and Hopeless Records have partnered with SubCity Records on the Hot Topic Presents Sub City Records Take Action Tour, which kicks off today to help educate youth about depression and suicide. The tour, which includes a number of well-regarded hardcore and punk bands, will travel to 45 cities nationwide.

KBHC has proven leadership in the effort to prevent youth suicide by advocating for increased investment in children’s mental health services and research and passage of the Paul Wellstone Mental Health Equitable Treatment Act in addition to creating these direct services programs;

- 1.800.SUICIDE brings together the knowledge, skill and resources of crisis centers nationwide under the safety net of a single toll-free telephone number making critical services available to all.

- Youth America Hotline, 1-877-YOUTLINE the only national youth-to-youth network, offers young people access to their peers in times of crisis.
- 800-GRADHLP line broadens the reach of a vital resource for distressed graduate students.

“Private groups – like KBHC, many of the MHLG members, Hopeless Records – are taking great strides to do their part in preventing the tragedy of youth suicide,” said Reese Butler, President and CEO of KBHC. “It is time that federal investments match public outcry and private-sector efforts.”

Participants at the press conference included Congressional leaders Patrick Kennedy (D-R.I.) and Grace Napolitano (D-CA) the Take Action Tour’s headline acts Matchbox Romance and Silverstein; Ane Romero Miss New Mexico, and Reese Butler CEO of the Kristin Brooks Hope Center and founder of 1-800-SUICIDE.

For copies of speaker presentations, please contact Reese Butler, 202-669-8500 or Reese@hopeline.com

The Kristin Brooks Hope Center is a non-profit organization dedicated to suicide prevention, intervention and healing: by providing a single point of entry to community-based crisis services through innovative telephony and internet based technologies; by bringing national attention and access to services for post partum depression and other women’s mood disorders; through education and advocacy; through formal research and evaluation of crisis line services; and, by championing the need for national funding for community-based suicide prevention crisis services.

Mental Health Liaison Group which is comprised of over 50 national organizations representing consumer, family members, advocates, professionals and providers.

###

PICK
UP THE
PHONE.

Pick Up The Phone Tour

To Prevent Suicide on College Campuses



On October 9, 2009, the National Hopeline Network/1-800-SUICIDE with To Write Love On Her Arms (TWLOHA) will launch the inaugural **Pick Up The Phone Tour**. This music tour will headline **Tim Be Told**, with **Civil Twilight** and **Colin Healy and the Jetskis**, which exists to bring hope and help to college campuses, creating on-campus peer-to-peer Hopelines and a live online Hopeline. This 17-city tour will feature Alive: a Mental Health Fair. This fair will host guest speakers including TWLOHA founder Jamie Tworkowski, an interactive sponsor area, exhibits, and information from related causes and campus organizations. Net proceeds from the PUTP Tour and accompanying CD will be used for expanding the National Hopeline Network, raising awareness about healthy minds, and breaking down financial and social barriers to access for mental health services.

Tour Coordination:

Jacob Schur

Black Water Management • 2319-1 W. Main St., Richmond, VA 23220

email: jacob.schur@blkh2o.com • ph: (804) 525-6909

fax: (804) 525-6914 • cell: (917) 331-0626

<http://www.blkh2o.com/>

**PICK
UP THE
PHONE.**

Pick Up The Phone Artists

Tim Be Told



Combining elements of soul, pop, rock, gospel and blues, **Tim Be Told** has emerged in the Charlottesville music scene with their own unique sound. After tracking their debut album "Getting By" in the summer of 2007 and playing their first show a mere few months later, the band has gone on to perform at various East Coast venues such as the Knitting Factory, Jammin Java, and the Satellite Ballroom. Recent winners of UVA's 2008 Battle of the Bands, Tim Be Told (Tim Ouyang, Luan Nguyen, Andrew Chae, Jim Barredo, and Parker Stanley) con-

tinues to grow a loyal and passionate fanbase both in Virginia and beyond. With each show, the band gains new listeners with their infectious guitar hooks, captivating melodies, and driving rhythm parts; but most importantly, they hope that their music will cause people to view life through a different lens, one of honesty, hope, redemption, and change.

PICK
UP
THE
PHONE.

Pick Up The Phone Artists

Civil Twilight



Civil Twilight is a three piece rock band originally from Cape Town, South Africa. They moved to Los Angeles, California, three years ago to further their career as an exciting live act. After building a small following within the Hollywood club scene and finding a worthy manager, they decided to move east to record their debut album, 'Human'. Civil Twilight plan to take their record on the road and continue growing their enthusiastic fan base with their dynamic live show.

Their song 'Human' was recently featured on the Super Bowl special episode of 'House'.

PICK
UP
THE
PHONE.

Pick Up The Phone Artists

Colin Healy and the Jetskis



Colin Healy and the Jetskis is a Richmond based pop punk band that weds upbeat piano melodies with wonderfully minimalist guitars that grab you by the ears and snuggle your eardrums. Their refreshing songs showcase crisp hooks and raw emotion that capture anyone who opens their heart to listen. As the band develops, the growing clarity of their sound is only succeeded by their character of song writing: never overdone, always catchy, and always honest...

PICK
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THE
PHONE.

Tour Dates - FALL 2009

Oct. 9th – Westminster College, New Wilmington, PA

Oct. 10th – University of Florida Gainesville, FL

Oct. 25th – Virginia Commonwealth University Richmond VA

Nov. 6th – Fordham University NYC

Nov. 13th – Georgetown University Washington DC

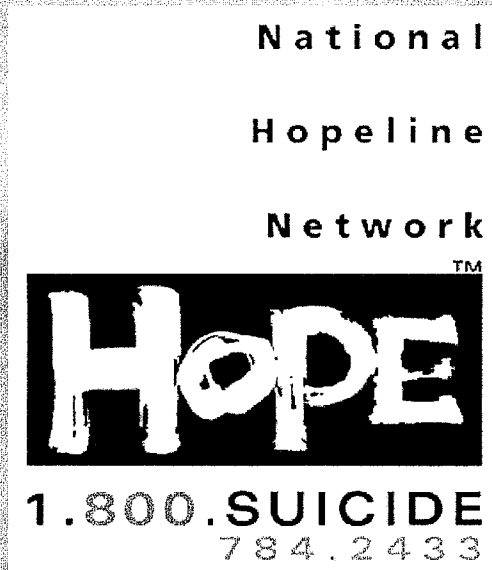
Nov. 27th – Stony Brook University Long Island NY

For an updated list check **www.pickupthephonetour.org**

**PICK
UP
THE
PHONE.**

Tour Partners

The National Hopeline/1-800-SUICIDE



In 2000, Reese Butler gained the support of Senators Wellstone (D-MN), Kennedy (D-MA) and Reid (D-NV) and obtained more than seven million dollars to expand and support the National Hopeline Network, currently comprised of 200 community crisis centers in 48 states.

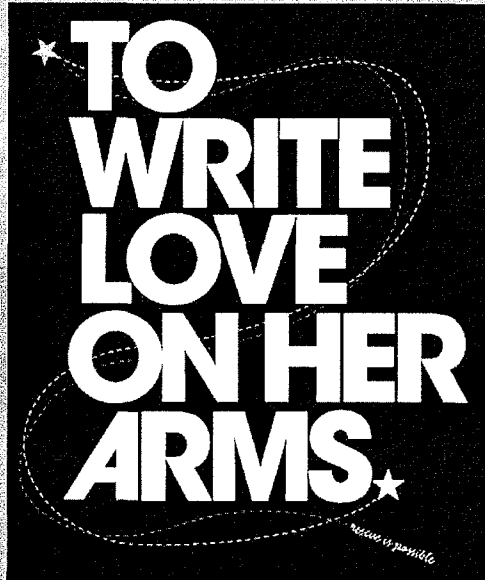
Callers in crisis to 1-800-SUICIDE are routed to the closest crisis center in their immediate area so that quick referrals to behavioral health services and other supports can be offered.

1-800-SUICIDE provides a life-saving service that is private and confidential for people in need. Since 1998, 1-800-SUICIDE has received over three million calls and rescued more than 4,000 individuals who had already initiated suicide plans.

**PICK
UP THE
PHONE.**

Tour Partners

To Write Love on Her Arms (TWLOHA):



What started in 2006 as a story, is now a non-profit movement dedicated to presenting hope and finding help for people struggling with depression, addiction, self-injury and suicide. TWLOHA exists to encourage, inform and inspire as well as to invest directly into treatment and recovery.

TWLOHA is now the largest non-profit page on MySpace with 300,000 friends and consistently in the top 10 Most Read Blogs on the site. On Facebook, the official TWLOHA non-profit page has over 400,000 friends.

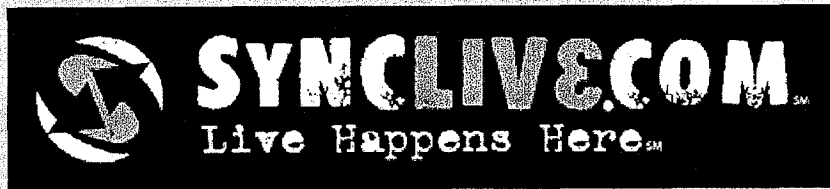
TWLOHA branded shirts carry a message of hope and are some of the most recognizable merchandise at music events nationwide. They are sold online (shipped globally), on tour, and in every Hot Topic store in the nation. These shirts provide a profound message of hope and community around the US and worldwide.

TWLOHA has responded to over 100,000 messages from 40 different countries and all 50 states. In August 2007, MySpace awarded TWLOHA the winner of their "Impact Award" for "Community Building," and TWLOHA garnered the most votes in the history of the Impact Awards.

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Synclive.com



Synclive.com is a highly interactive music and entertainment Internet community that allows users to broadcast their live performances, as they happen, over the Internet to a worldwide audience.

Synclive.com is currently reaching 127 countries with over one million video views a month. Shows can be broadcast from anywhere, at anytime.

Synclive.com offers artists a tremendous promotional platform for worldwide exposure. It is a great way to promote new music, a new tour, new merchandise, and stay intimately connected with your fans. Shows are streamed live, recorded and stored at the artist's discretion for future on demand viewing.

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PostSecret



Called "the most trusted stranger in America," Frank Warren is the sole founder and curator of the PostSecret Project: A collection of nearly 300,000 highly personal and artfully decorated postcards mailed anonymously from around the world, displaying the soulful secrets we never voice.

The PostSecret.com site now receives more than 1,000,000 visitors every week.

In 2005, the All American Rejects approached Warren about using images of actual PostSecret cards in their "Dirty Little Secret" music video. They offered Warren \$1,000, but Warren instead asked them to donate \$2,000 to 1-800-SUICIDE where Warren is a volunteer. The donation was made and the music video became one of the most requested on MTV.

The National Mental Health Association presented Warren with an award for his work in raising public awareness of suicide, and PostSecret won the December 2008 "Myspace Impact Award," donating 100% of the proceeds to 1-800 SUICIDE. The PostSecret Project has now raised over \$260,000 for 1-800-SUICIDE.

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Tour Partners

A Past Worth Building On

Over the Past 10 years, The National Hopeline Network/1-800-SUICIDE has traveled to over 400 cities on 10 different music tours (Take Action Tour, Warped Tour, single concerts with bands such as Journey, Firefall and others), reaching millions of concert attendees to raise awareness of suicide prevention, maintaining good mental health, and how to find help.

To Write Love on Her Arms has established a growing presence among young adults by speaking into issues and maintaining close ties to music, a primary touch point in the lives of a key demographic. Over the past three years, TWLOHA has traveled on every date of the Van's Warped Tour, joined national tours like Switchfoot's Up In Arms Tour, and enlisted the help of bands such as Paramore, Thrice, Anberlin, Switchfoot, Bayside, and The Almost.

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Broadcasting Live - Online Crisis Support

Not only will there be massive awareness built on the ground at the college campuses, but all 17 dates of the PUTP tour and interviews will be webcast live to the world via SyncLive.com. SyncLive.com extends the reach of the tour to a global level. It helps us not only deliver our message to the hundreds of thousands of students on college campuses, but reach millions online simultaneously. Online promotion includes blogs, players deployed to highly trafficked sites throughout the internet, viral promotion, and social networks.

All shows will have pre-rolls, post-rolls, sponsor wrapped player, and sponsor wrapped embedded player. Shows will be archived (months of shelf life).

During the show viewers from the potential 14 million college student audience will be able to log in and chat with crisis line workers who have been trained to de-escalate a psychiatric crisis, conduct risk assessments and make the proper referral for the person in crisis in their local community. The snapshot below was from a recent concert broadcast live on SyncLive to test the system and how the online community would respond to people in crisis.

The screenshot shows the SyncLive.com website interface. At the top, the logo "SYNCLIVE.COM" is displayed with a "BETA" tag and the tagline "Live Happens Here..". Below the logo is a navigation bar with links: Home, My Profile, Broadcast, Search, and Live Stage. The main content area is divided into two columns. The left column features a video player titled "To Write Love On Her Arms - 6:00PM - 1/11/09" for the "House of Blues ORLANDO - Orlando, Florida". It includes a "Show rating" of four stars, "LINK TO SHOW", "LINK TO BAND", and a "Rate show" section with five stars. The video player shows a live performance of the House of Blues band. The right column contains a "Band profile" section with "Fans at show" (14040 watching, 500 logged in) and "Show Stats". Below this is a "Chat" window with the following messages: "gods2weety: guys I have to leave... and its going to be hard... im going to try and tell my mom about my cutting... she doesnt know. so pray for me guys please? you are all great!", "melisawanderer: GOOD LUCK <3", "melisawanderer: ill pray for you", "pauli: good luck", and "xfadingmelody: HECK, this is sweeeest. ok god bless good luck to u. ill pray for u :)".

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ALIVE: Mental Health on Campus

Centrally located on campus, this fair will host guest speakers including TWLOHA founder Jamie Tworkowski, an interactive sponsor area, exhibits (featuring PostSecret and Brain: The World Inside Your Head), and information from related causes and campus organizations.

Wellstone Action

Wellstone Action is a national center for training and leadership development for the progressive movement. Our mission is to honor the legacy of Paul and Sheila Wellstone by continuing their work through training, educating, mobilizing and organizing a vast network of progressive individuals and organizations.

Active Minds

Active Minds is the only organization working to utilize the student voice to change the conversation about mental health on college campuses. By developing and supporting chapters of a student-run mental health awareness, education, and advocacy group on campuses, the organization works to increase students' awareness of mental health issues, provide information and resources regarding mental health and mental illness, encourage students to seek help as soon as it is needed, and serve as liaison between students and the mental health community.

QPR - Question Persuade and Refer

The QPR mission is to save lives and reduce suicidal behaviors by providing innovative, practical and proven suicide prevention training. We believe that quality education empowers all people, regardless of their background, to make a positive difference in the life of someone they know. All of the online crisis line workers will have been trained and certified as QPR Crisis Line Workers.

Bazelon Center for Mental Health Law

The mission of the Judge David L. Bazelon Center for Mental Health Law is to protect and advance the rights of adults and children who have mental disabilities. The Center envisions an America where people who have mental illnesses or developmental disabilities exercise their own life choices and have access to the resources that enable them to participate fully in their communities.

Mad to Live

Mad To Live is a foundation dedicated to suicide prevention and awareness. The organization focuses on the arts as a way to augment healing mental illness. It encourages individuals to capture and embrace life through creative expression as a therapeutic outlet. Our mission is to raise awareness about the epidemic of suicide and fight stigma of mental illness through events as well as sponsoring national funding for healing art activities.

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Sponsorship

As a title sponsor, all press releases will contain your name. Your corporation will also be featured on the back of the Brain: The World Inside Your Head truck as well as recognition on either side of the truck, which will be in a prominent location throughout the Alive Fair.

- An optional wrap on the Pick Up The Phone tour bus will also be available (at an extra production cost)
- Included, embedded content on the Compilation CD (min. 50,000 copies)
- Name prominent on the Back Drop to the Concert Stage
- On all sides of the Big Top Tent at the Alive fair, so there will be easy visibility at any angle.
- Advertised on every college in the US: tour promo posters sent to Events Coordinators and Counseling Centers, PSAs sent to all college radio stations via the University Syndicate, notices and press releases sent to every college newspaper.
- Prominent on all partner web sites and during live broadcasts on Synclive totaling over one million viewers
- Posters for all the title sponsors retail locations so they can promote their involvement with the tour.



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Sponsorship Benefits

Title Sponsor \$200,000

Recognition and Signage

As the Title Sponsor, your company will be recognized as a PUTP Tour sponsor, invested in health of our Nation's youth.

- Print media (national ads, local ads, program, poster and flyers with priority placement,)
- Signage at tour venues (priority placement)
- Logo on 20 foot by 40 tent during the Alive! Mental Health Fair
- Complete wrap on the Brain: The World Inside Your Head Truck Exhibit
- Opportunity for a full or partial wrap on the tour buses
- Direct promotion/giveaways at event
- Two Full page ad spread in tour program
- Premiere placement on front page of the PUTP Tour website with direct link
- Logo and content on the sampler CD to be given away at all tour venues
- Inclusion in a direct mailing of promotional materials to over 7,000 universities and colleges
- 10 VIP passes to each show for business associates
- Recognition in charity annual report.

Extras Booth Space at each event for educational materials and giveaways



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Sponsorship Benefits

Title Sponsor \$200,000

Pick Up The Phone Tour Impressions CPM

ONLINE IMPRESSIONS ONLY

	Site Database	Monthly Impressions	Cumulative Impressions (4 months)
Postsecret.blogspot.com		4,100,000	16,400,000
PostSecret Myspace Database	110,000	440,000	1,760,000
TWLOHA		180,000	720,000
TWLOHA Myspace Database	300,000	1,200,000	4,800,000
TWLOHA Facebook Database	600,000	2,400,000	9,600,000
Anberlin Views			
Anberlin Myspace Database	277,000	1,108,000	4,432,000
Alkaline Trio Views			
Alkaline Trio	205,000	820,000	3,280,000
Metal Sanaz Database	760,000	3,040,000	12,160,000
Metal Sanaz and Metal Sanaz Myspace		300,000	1,200,000
Dean Guitars		720,000	2,880,000
SyncLive Database	50,000	200,000	800,000
Blogs and Other Music and Entertainment Sites		10,000,000	40,000,000
Cause Related Sites		25,000	100,000

Total	24,533,000	98,132,000
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\$200,000 Sponsorship impression breakdown (online only)

\$200,000

	0.008	0.002
Online eCPM only	\$8.15	\$2.04

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Sponsorship Benefits

Title Sponsor \$200,000

Total Impressions for Title Sponsor on the PUTP Tour

- **98,132,000 online impressions**
- **1,200,000 impressions on the truck**
- **600,000 impressions on campus**
- **14,000,000 impressions in school newspapers and magazines**
- **Total Impressions.....113,932,000**
- **Cost Per Impression \$.001**
- **CPM total online and offline \$1.75**

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Sponsorship Benefits

Diamond Sponsor \$100,000 - For Record Labels Only

- Sponsor/label gets to name headline band on the the Quad Stage during the Alive Festival on the Pick Up The Phone Tour.
- 16x16 stage with 8x8 drum riser and 4000 watt PA system
- We will give the headlining band up to 5 seats on a the Alive! transport caravan and haul their gear in the Alive! truck.
- We will provide food and showers for the band members. Food \$25 per diem per person
- We will promote the Alive Fair extensively highlighting Marko of Sugarcult and headlining band along with Jamie Tworkowski and the Post Secret exhibit.
- Label/sponsor will have first option to select opening act on the Fall PUTP tour.
- 10x10 tent with Labels logo in the Alive Festival area (merch sales allowed)
- Headliner will be broadcast on Synclive daily to a worldwide audience
- Exposure to 500,000 on 10 major campuses, 14 million college students nationwide through the press on campus and up to 100 million world wide on Synclive.com, TWLOHA.com, Postsecret.com and our other portals.



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Sponsorship Benefits

Platinum Album Sponsor \$50,000

Recognition and Signage

As a Platinum Album Sponsor, your company will be recognized as a PUTP Tour lead sponsor, invested in the health of our nation's youth.

- Print media (national ads, local ads, program, poster and flyers)
- Signage at tour venues (entrance and behind stage)
- Front page advertisement on PUTP Tour website with direct link to {Company name}
- Direct promotion/giveaways at event
- 20x10 tent at each Alive Festival with signage on top
- Logo and content on the sampler CD to be given away at all tour venues
- One Full page Platinum ad in tour program
- 50,000 CDs
- Five VIP passes to each show

Extras Booth Space at concert venue for educational materials and giveaways

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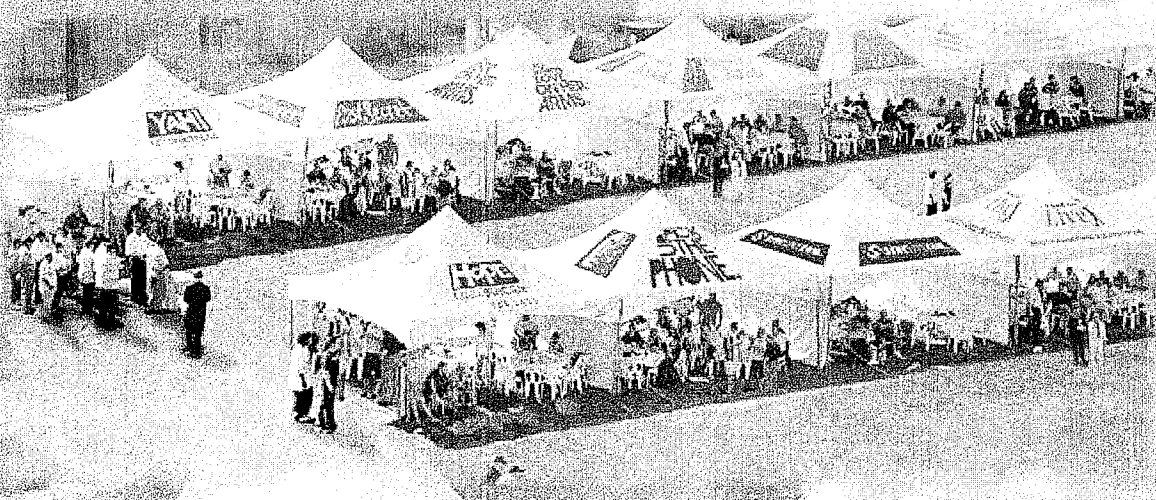
Sponsorship Benefits

Gold Album Sponsor \$25,000

Recognition and Signage

As a Gold Album Sponsor, your company will be recognized as a PUTP Tour lead sponsor, invested in health of our Nation's youth

- Company logo on tour banner at each venue
- Ad placement on second page of the PUTP Tour website with direct link
- 10x10 tent at each Alive Festival with signage on top
- Logo and content on the sampler CD to be given away at all tour venues
- One Full page Gold ad in tour program
- 50,000 CDs
- Two VIP passes to each show for business associates
- Recognition in charity annual report



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Appendix (Suicide Facts)

Dr. David Satcher, M.D., Ph.D., Surgeon General in the Call to Action to Prevent Suicide wrote "mental illness can undermine a young person's sense of self, relationships and well being which is often fragile during adolescence and throughout college years".

Sadly, millions of young adults today suffer in silence. Stigma, fear and lack of understanding prevent them from getting help. In fact, more than two thirds of all young adults with a mental health problem are not getting the help they need.

One in four young adults will experience a depressive episode by age 24. Nearly half of all college students report feeling so depressed at some point that they have trouble functioning.

If left untreated, depression can lead to suicide. Suicide is the second leading cause of college students' death, according to the APA.

In the 2006 National College Health Assessment, 43.8% of the 94,806 students surveyed reported they "felt so depressed it was difficult to function" during the past year, and 9.3% said that they had "seriously considered suicide" during the year. More than 30% of all college freshmen report feeling overwhelmed a great deal of the time - college women, even more (about 38%).

Overcoming the Statistics

Suicide is a preventable public health crisis that we can no longer continue to ignore. Suicide is often linked to untreated depression and there is increased risk of suicide if abuse or trauma is experienced.

Since the late 1960s, thousands of suicide prevention hotlines have been developed as communities have realized that immediate access to services can mean the difference between life and death for people at risk of suicide.

There is a great need and opportunity to increase the effectiveness of these programs by enhancing telephone technology, supporting the national toll-free hotline network, filling crisis line gaps in communities, and improving screening and referral capacities throughout the country.

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